

# **San Jose's Green Vision:** **Land Use Policy and Management**



**Sustainable Urban Development Workshop**  
**January 9, 2009**

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# Green Vision

San Jose's 15-year plan

- Spurs job growth,
- Leads in environmental sustainability, and
- Builds a model 21<sup>st</sup> century city



Green Vision presents opportunity to advance key strategic goals

Reduce operating expenses & address budget deficit (~\$25M)

Create economic opportunity & drive innovation

Improve the quality of life for all residents

Enhance local environment & reduce carbon footprint

Success will require unparalleled community participation, creativity, innovation, and adaptability



## Green Vision Goals

1. Create 25,000 Clean Tech jobs
2. Reduce per capita energy use by 50%
3. Receive 100% of our electrical power from clean renewable sources
4. Build/retrofit 50 million sf of green buildings
5. Divert 100% of the waste from our landfill & convert waste to energy
6. Recycle/reuse 100% of wastewater
7. Adopt a General Plan with measurable standards for sustainable development
8. Ensure that 100% of public fleet vehicles run on alternative fuels
9. Plant 100,000 new trees & replace 100% of streetlights with smart, zero-emission lighting
10. Create 100 miles of interconnected trails



Driving economic growth & create well-paying jobs

Growing revenues for vital city services & reducing costs

Improving quality of life & attracting young talent

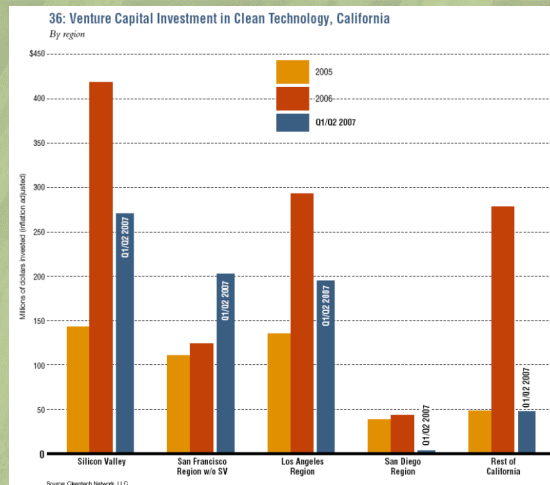
Showcasing environmental leadership & reducing the region's carbon footprint

Demonstrating that economic growth & environmental sustainability are interconnected

# Goal #1: Create 25,000 Clean Tech Jobs

## Current progress:

- 2,000+ Clean Tech jobs in San Jose
- In 2007, SJ/SV Clean Tech firms received more than \$1 billion of venture capital investment:  
62% of CA total  
21% of U.S. total



Source: Next 10's Green Innovation Index



Sustainability is good for economy and creates jobs and prosperity

Clean technology is not simply an emerging industry sector, but rather a mechanism to transform the entire global economy

The worldwide competition for clean tech jobs will be intense and success will require policy entrepreneurship and strategic partnerships



## **Goal #4: 50 million sf of Green Buildings**

### **Current progress:**

- Over 1 million square feet of third party certified green buildings
- More than 4 million square feet of green building space currently in design and construction



Gish Apartments



West Valley Library



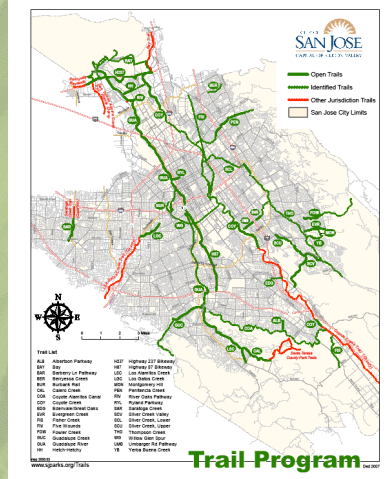
Adobe Headquarters



## Goal # 10: 100 Miles of Trails

### Current Progress:

- 46.39 miles open
- 50 active funding sources (grants and local funding sources)
- Greenprint defines 123 mile network



## Connecting Environment, Economy, and Equity

### Challenge: Street Lighting

Electricity & maintenance costs

~\$4.5 million per year

~16,000 tons of CO<sub>2</sub>



### New Lighting Policy

Reduce costs & emissions

Replace traditional lights w/ efficient lights

Increase renewable power

Provide electrical vehicle charging stations



### Spur Job Creation

Catalyze innovation/incubation

Drive manufacturing & installation jobs

Create global export opportunities

Generate revenues for City services



### Create Market

LED lighting innovation

Smart communications technology

Integration of lighting & solar

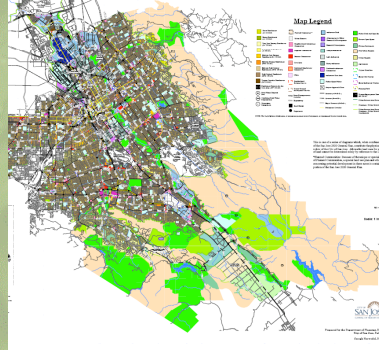
Infrastructure for electric vehicles





## Goal # 7: General Plan with Measurable Sustainability Standards

- Comprehensive land use policy and management tool
- Builds on San Jose's unique attributes and past sustainability successes
- Identifies Green Vision goals for 2040
- Continues emphasis on Transit-oriented design and greater density



DRAFT

### Diversity and Social Equity

San Jose celebrates, embraces and involves a diverse blend of cultures and achieves social, cultural and economic equity.

### Innovative Economy

San Jose's economy thrives on innovation, providing job opportunities for all and ample fiscal resources for a vibrant community.

### Environmental Leadership

San Jose is a model of an environmentally sustainable and healthy city, a leader in green Technology and a vigilant steward of its resources for present and future generations.

### Healthy Neighborhoods

San Jose's neighborhoods are attractive, affordable, and safe places to live with engaged community members.

*San Jose embodies the energy and vitality of its unique human, natural and economic resources.*

### Quality Education and Services

San Jose residents and businesses receive a broad range of high quality services and enjoy excellent educational opportunities for all.

### Vibrant Arts and Culture

San Jose is a vibrant center for multi-faceted arts and cultural programs, celebrating its heritage and inspiring the creative energy of the community and a rich quality of life.

### Interconnected City

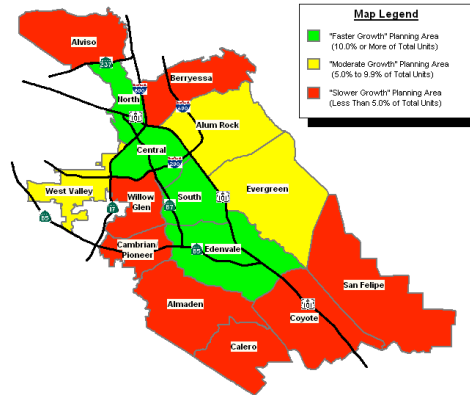
The activities of daily life are in close proximity and easily accessible by walking, bicycling and public transit.

## ENVISION SAN JOSE 2040



# Growth Monitoring

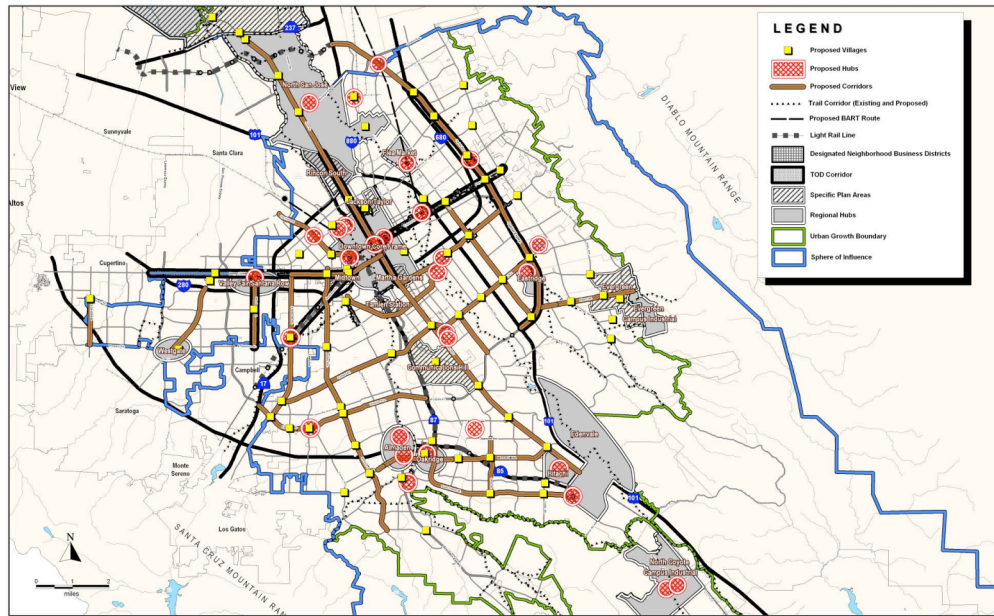
Figure 1.  
New Housing Units by Planning Area, Since Census 2000





# A City Of Villages

HUB, VILLAGE AND CORRIDOR INPUT - NOVEMBER 24, 2008 TASK FORCE MEETING



### 3- D Visualization



## **Sustainable Urban Land Management**

- Engaging the community to build a constituency for long term sustainability.
- Creating political will for long term strategies occurs through strong policies with meaningful short term actions/goals.
- Monitoring performance to meet economic, environmental and equity sustainability.

